

Re: Follow-up information regarding hosting W...

**Subject:** Re: Follow-up information regarding hosting WCUDF 2019

**From:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>

**Date:** 03/06/2018 03:50 PM

**To:** Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>, Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>, Daniel Taban <[daniel@jadeent.com](mailto:daniel@jadeent.com)>, Channing Henry <[channing@almadevelopment.com](mailto:channing@almadevelopment.com)>

In my conversation with the steering committee from CDA, we talked about having multiple venues as a way get attendees immersed in the district. I can put together a brainstorming list to help get us started. Off the top of my head I'm thinking:

- AEG
- USC Tower theater and/or roof
- Resi amenity decks
- JW Marriott

I don't think the BID should contribute any more than \$5k, but my goal would be to fundraise the entire amount.

Do you think I need to bring this to the full board for a vote?

From: Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>

Date: Tuesday, March 6, 2018 at 3:28 PM

To: Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>, Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>, Daniel Taban <[daniel@jadeent.com](mailto:daniel@jadeent.com)>, Channing Henry <[channing@almadevelopment.com](mailto:channing@almadevelopment.com)>

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Ellen:

I think this is a great opportunity.

- \* What venue do you think would be appropriate? Who pays for the venue?
- \* Will SP be committing to \$20,000 or is the commitment "open ended?"

Thanks

Bob

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From: Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
Sent: Tuesday, March 6, 2018 2:58 PM  
To: Robin Bieker <[robin@biekerco.com](mailto:robin@biekerco.com)>; Robert Buente <[bbuente@1010dev.org](mailto:bbuente@1010dev.org)>; Daniel Taban <[daniel@jadeent.com](mailto:daniel@jadeent.com)>; Channing Henry <[channing@almadevelopment.com](mailto:channing@almadevelopment.com)>  
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FYI

California Downtown Association reached out bc they'd like to host next year's conference in South Park. See below highlighted section, which is the only "lift" I expect might raise eyebrows from the Board. I'm not concerned, though, and think this is a great opportunity to show off the district. Can I give them our OK, or do I need to run it by the board?

From: "Zelalich, Blage" <[blage.zelalich@sanjoseca.gov](mailto:blage.zelalich@sanjoseca.gov)>  
<<mailto:blage.zelalich@sanjoseca.gov>> >  
Date: Thursday, March 1, 2018 at 12:41 PM  
To: Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> <<mailto:ellen@southpark.la>> >  
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Hello Ellen - My apologies for not sending this information sooner. The last couple of weeks have been an absolute blur for me. I'm sure you can relate.

Thanks for your interest in potentially hosting the 2019 WCUDF. Per our conversation,

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sending you the program from the past two WCUDFs and also the conference budget from the event in Long Beach and the MOA between CDA, IDA and Long Beach outlining each organizations responsibilities.

One item to note - although the fundraising commitment in the Long Beach MOU says \$10K, we've found that in order for the conference to be successful the commitment should be no less than \$20,000. We've established this program that we are getting continued support from our sponsors. I believe this year for Walnut Creek we've reached \$40K in sponsorships.

I've also cc'd a few folks on this email that would be happy to chat with you about what's involved with being a conference host. Kathy Hemmenway is the Executive Director in Walnut Creek and right now in the thick of finalizing details for this year's conference. Steven Welliver is the Deputy Chief Executive in Downtown Santa Monica, host of the 2016 conference and Kraig Kojian is the CEO of the Downtown Long Beach Alliance.

It would be ideal to be able to announce the location of the 2019 conference at the end of this year's conference. I realize that might not be possible. The CDA board is extremely excited about the possibility of having the South Park BID host 2019 WCUDF so just let me know if there is any additional information you need to finalize your decision.

Look forward to hearing back from you. Thanks!

Blage

Blage Zelalich

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